

advertising messages based, at least in part, upon at least a portion of the demographic information obtained for the consumer.

38. (Original) The computerized method of claim 37, further comprising the steps of:

selecting a next interactive advertising message based, at least in part, upon at least a portion of the data associated with the consumer's interactions with the present interactive advertising message; and
providing the next interactive advertising message to the consumer.

39. (Original) The computerized method of claim 38, further comprising the step of gathering data associated with the consumer's interactions with the next advertising message.

40. (Original) The computerized method of claim 37, further comprising the steps of:

selecting a next interactive advertising message based, at least in part, upon a combination of at least a portion of the data associated with the consumer's interactions with the present interactive advertising message and at least a portion of the demographic information obtained for the consumer; and
providing the next interactive advertising message to the consumer.

41. (Original) The computerized method of claim 40, further comprising the step of gathering data associated with the consumer's interactions with the next advertising message.

42. (Original) The computerized method of claim 33, wherein the present interactive advertising message is provided within the context of an interactive game.